



NATIONAL AERONAUTICS AND SPACE ADMINISTRATION  
WASHINGTON, D.C. 20546

OFFICE OF THE ADMINISTRATOR

March 23, 1970

MEMORANDUM to Mr. Jean Couturier  
National Civil Service League

We agree with your assessment that this year's winners of the National Civil Service League awards are sufficiently interesting, even "glamorous," to afford an opportunity to do much toward impressing the general public that the Civil Service is a rewarding, productive and creative career opportunity.

However, in the past there has been sparse publicity on the winners and the event--quickly forgotten and with little strong lasting value.

Therefore, at your suggestion, here is a proposal that may turn the situation around a wee bit: design the awards ceremony in such a manner as to result in a useful film for showings to career guidance counseling groups, civic groups, education groups, etc.

We would propose that each Agency be asked to supply film footage of the individual from his Agency or Department involved, footage in 16 mm color and not to exceed 5 minutes and suitable for editing to one or two minutes. The film footage would show the individual at his work. However, since some winners have strictly desk jobs or the nature of their positions/accomplishments do not appear photographically promising, an informal film of the individual at his hobby (boating, with family, etc.) makes for a warmer presentation and breaks up the standardization of footage which is inevitable.

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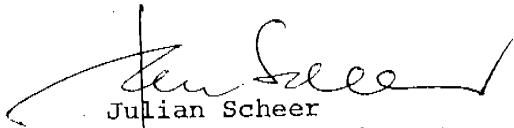
The Master of Ceremonies at the Awards Ceremony would use a script to (1) introduce and call the individual to the podium, (2) run the film clip of his work or play and (3) make the presentation.

When the ceremony is over, the film clips can be inexpensively strung together with a narration--and possibly even a small publication could be issued.

For NASA's part, we will be pleased to supply the film for our winner. Also, we will be happy to cooperate with your staff in working out the format and presentation for the dinner.

Gene Marianetti of my staff will attend the luncheon as my representative tomorrow.

A sample of what we are talking about is attached.

  
Julian Scheer  
Assistant Administrator  
for Public Affairs

Attachment

Acree-----IRS - Footage (from National Archives)  
of Treasury Department in 1938 period  
when Acree went to work as messenger.  
Footage today of Acree in his office.

Aitchison-----Post Office Dept. - A woman is always  
good--with trucks, meetings with men,  
etc.

Armstrong-----NASA - On the job, on the moon.

Bayley-----Agriculture - At a research station  
with livestock.

Geller-----FCC - All kinds of opportunities -  
communications satellites (with launch  
in background) or watching TV Screens  
with political candidates.

Habib-----State - Get USIA, Paris to shoot him  
going to work - at Paris peace talks.

Houston-----CIA - Suggest at hobby.

Newman-----FAA - All kinds of control tower back-  
drops.

Page-----PHS - on the job.

Ross-----HUD - With housing construction.